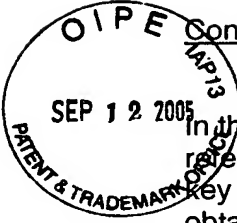


## APPENDIX

### Concise Explanation



In the Japanese Office Action with respect to the decoding flow, and in connection with the reference entitled "Flea Market", it is stated that, "an address of a key center to obtain a decoding key is embedded together with distributed encoded contents, and on the reception side, the key is obtained by making an access to the key center. It would not be particular difficult for those skilled in the art to apply such a key distribution mechanism to the system, as disclosed in References 2 to 4, of distributing contents via broadcasting and distributing the key via the Internet, thereby accomplishing the present invention as claimed in claims 1, 3, 5 and 9."

This discussion of the reference entitled "Flea Market" is relied upon for a statement of relevance for the reference.